CLAIMS

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- 1. A method for creating photo-quality image with an ink-jet ink comprising:
 - (a) providing an inorganic porous media substrate;
- (b) providing an aqueous ink-jet ink comprising an ink vehicle and an effective amount of a metallized dye having at least one heterocyclic nitrogen ring and an azo bond wherein the heterocyclic nitrogen is chelated or complexed to a transition metal; and
- (c) jetting the aqueous ink-jet ink onto the inorganic porous media substrate.
- 2. A method as in claim 1 wherein the metallized dye comprises a pyridine group bonded to a quinolinol group through an azo bond.
- 3. A method as in claim $\frac{1}{2}$ wherein the metallized dye is in a dicarboxalate form.
- 4. A method as in claim 1 wherein the metallized dye comprises a pyridine group bonded to a naphthalene group through an azo bond.
- 5. A method as in claim 1 wherein the porous media is a paper substrate having coated thereon an inorganic coating selected from the group consisting of silica, alumina, and combinations thereof.
- 6. A method as in claim 1 wherein the inorganic porous media substrate has a pore size ranging from about 5 to 30 nanometers in width.

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- 7. A method as in claim 1 wherein the transition metal is selected from the group consisting of nickel, copper, iron, cobalt, and combinations thereof.
- 8. A method as in claim 1 wherein the metallized dye is present in the aqueous ink-jet ink at from 0.1% to 10% by weight.
- 9. A method as in claim 1 wherein the metallized 10 dye has a ligand to transition metal molar ratio of 1:1.
 - 10. A method as in claim 1 wherein the metallized dye has a ligand to transition metal molar ratio of 2:1.
 - 11. An photo-quality image on a substrate comprising:
 - (a) a porous media substrate; and
 - (b) an image on the substrate provided by an aqueous ink-jet ink comprising an ink vehicle, and a metallized dye having a heterocyclic nitrogen and an azo bond wherein the heterocyclic nitrogen is chelated or complexed to a transition metal.
- 12. An image on a substrate as in claim 11 wherein the metallized dye comprises a pyridine group bonded to a quinolinol group through an azo bond.
- 13. An image on a substrate as in claim 12 wherein the metallized dye is in a dicarboxalate form.

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- 14. An image on a substrate as in claim 11 wherein the metallized dye comprises a pyridine group bonded to a napthalene group through an azo bond.
- 15. An image on a substrate as in claim 11 wherein the porous media substrate is a paper substrate having coated thereon an inorganic coating selected from the group consisting of silica, alumina, and combinations thereof.
 - 16. An image on a substrate as in claim 11 wherein the porous media substrate has a pore size ranging from about 5 to 30 nanometers in width.
 - 17. An image on a substrate as in claim 11 wherein the transition metal is selected from the group consisting of nickel, copper, iron, cobalt, and combinations thereof.
- 20 18. An image on a substrate as in claim 11 wherein the metallized dye is present in the aqueous ink-jet ink at from 0.1% to 10% by weight.
- 19. An image on a substrate as in claim 11 wherein
 25 the metallized dye has a ligand to transition metal molar ratio of 1:1.
- 20. An image on a substrate as in claim 11 wherein the metallized dye has a ligand to transition metal molar 30 ratio of 2:1.